

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



MASTER SYLLABUS

BSAD 373 – International Business Management

Created by: Charles Fenner

**SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
Spring 2019**

- A. **TITLE:** International Business Management
- B. **COURSE NUMBER:** BSAD 373
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **GER CATEGORY:** NA
- F. **SEMESTER(S) OFFERED:** Fall/Spring
- G. **COURSE DESCRIPTION:** The course enhances the student’s ability to operate in a global market. This course grounds the student in global marketing, strategy, human resource management. Students develop a strong understanding of international culture and ethical issues when taking a local business global. This course teaches students to use an organization’s global resources and logistics to enable the organization’s global strategy.
- H. **PRE-REQUISITES/CO-REQUISITES:**
 a. Pre-requisite(s): ENG 101 (Expository Writing) or ENG 102 (Oral and Written Expression); ECON 101 (Principles of Macroeconomics)

I. **STUDENT LEARNING OUTCOMES:**

<u>Course Student Learning Outcome [SLO]</u>	<u>PSLO</u>	<u>ISLO</u>
a. Explain the major issues of globalization and doing business in the global business environment of the 21 st century	5. Global Perspective	4. Social Responsibility (GL)
b. Interpret how a country’s political, economic and cultural differences affect global trade.	5. Global Perspective	4. Social Responsibility (IK)
c. Evaluate effective entry methods into a country’s economy	5. Global Perspective	4. Social Responsibility (GL)
d. Analyze how price, product, place and promotion affect a global marketing strategy	5. Global Perspective	4. Social Responsibility (GL)
e. Integrate global human resources, logistics and planning into a cohesive international business strategy.	5. Global Perspective	4. Social Responsibility (GL)

KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking

	<i>Critical Analysis [CA] , Inquiry & Analysis [IA] , Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

J. **APPLIED LEARNING COMPONENT:** Yes X No _____

K. **TEXTS:** None

L. **REFERENCES:** Global DNA Simulation (2014). Chicago: Capsim

M. **EQUIPMENT:** None

N. **GRADING METHOD:** A – F

O. **MEASUREMENT CRITERIA/METHODS:**

- Research Paper
- Quizzes
- Exams

P. **DETAILED COURSE OUTLINE:**

I. Globalization

- a. Globalization of Business
- b. Changing Demographics
 1. Divergence
 2. Convergence
 3. Cross-Vergence

II. Country Differences

- a. National Economy Differences
 1. Political
 - a. Totalitarian
 - b. Democratic
 2. Economic
 - a. Command
 - b. Free Market
 3. Legal
 - a. Civil Law
 - b. Contract Law
- b. National Cultural Differences
 1. Social Structures
 2. High/Low Context Languages
 3. Spatial Differences
 4. Task vs. Relationship Orientation

- c. National Ethical Differences
 - 1. Bribery
 - 2. Human Rights
 - 3. Pollution
 - 4. Utility vs. Duty
- d. Government and International Business
 - 1. Tax Policies
 - a. Value Added Tax
 - b. Sales Tax

II. Global Competition in the Market Place

- a. International Business Strategy
 - 1. Global Expansion
 - a. Creating Value
 - b. Oneness of the Multinational Corporation
 - 2. Strategy Types
 - 3. Strategic Alliances
- b. Business Planning and Entrepreneurship
 - 1. Business Plan
 - 2. Entrepreneurship in a Global Environment
- c. Foreign Market Entry
 - 1. Entry Modes
 - 2. Acquisitions
 - 3. Franchises/Joint Ventures
- d. Globalizing Production and Logistics
 - 1. Country Factors
 - 2. Buy or Make?
 - 3. Moving Products Across Borders
- e. Globalizing Marketing
 - 1. International vs Local
 - 2. Culture
 - 3. The Four P's
- f. Globalizing Human Management
 - 1. Recruitment
 - 2. Staffing
 - 3. Training
 - 4. Outsourcing
- g. Technology and Global Business
 - 1. Cooperation Across Boundaries
 - 2. Global Decision Making